Product Management Bootcamp

**Flag**: ~7 Hours • Explore New Skills

**About This Bootcamp**

You’re full of ideas, but how do you know which are worth pursuing? Enter product management. Discover the basics of product development, product strategy, the product life cycle, and many more fundamental product management concepts in this hands-on product management bootcamp.

In the first half of this product management bootcamp, you’ll learn how to learn how to conduct market research and apply best practices when analyzing user interviewers. The ultimate goal of a product manager is to get to product/market fit. Take your idea and get moving in the right direction quickly and efficiently using design thinking and product management strategies.

In the second portion of the product management bootcamp, you’ll explore how PMs prioritize features for users and how the different types of minimum viable products (MVPs) can guide you to continued success. Products are constantly evolving, even after they’ve launched. It’s critical that product owners and product managers be able to measure their progress so that they can continue improving it.

**You’ll Learn To...**

* Explore product management and career trajectory of product managers.
* Explain the purpose and process of building an MVP and determining product/market fit.
* Develop problem statements and hypotheses in real-world business scenarios.
* Craft questions for and conduct user interviews to validate hypotheses and gain insight into customer experience.
* Use affinity mapping methodologies to gain insights into user problems or needs when developing a product.
* Translate hypotheses into product features.
* Define success for a product using the language of product management metrics, identifying the right metrics and KPIs and the tools you can use to track them.

**What You’ll Need**

* For this product management bootcamp, you’ll need a computer and a strong internet connection to maximize your learning experience.

**Workshops @ GA**

Since 2014, more than 1.1 million participants have turned to GA’s short-form programs for immediate skill development in tech, business, data, and design. We offer 100+ interactive, instructor-led workshops, both remotely and at campuses around the world.

#### **Refund Policy**

We understand that, sometimes, plans change. If you can no longer make it to a class or workshop, please email us at least seven (7) days before the scheduled event. No refunds will be given to cancellations made within a week of the workshop or event.

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#### **Community Code of Conduct**

Your registration for or attendance at any General Assembly offering indicates your agreement to abide by this [Community Code of Conduct](https://generalassemb.ly/community_code_of_conduct) policy and its terms.

*This workshop does not include instruction beyond the secondary school level. Participants must be 16 years of age or older.*

*GA’s workshops and events are for avocational purposes only and are not regulated or approved by any state agency or other regulatory body. No certificate is awarded upon completion.*